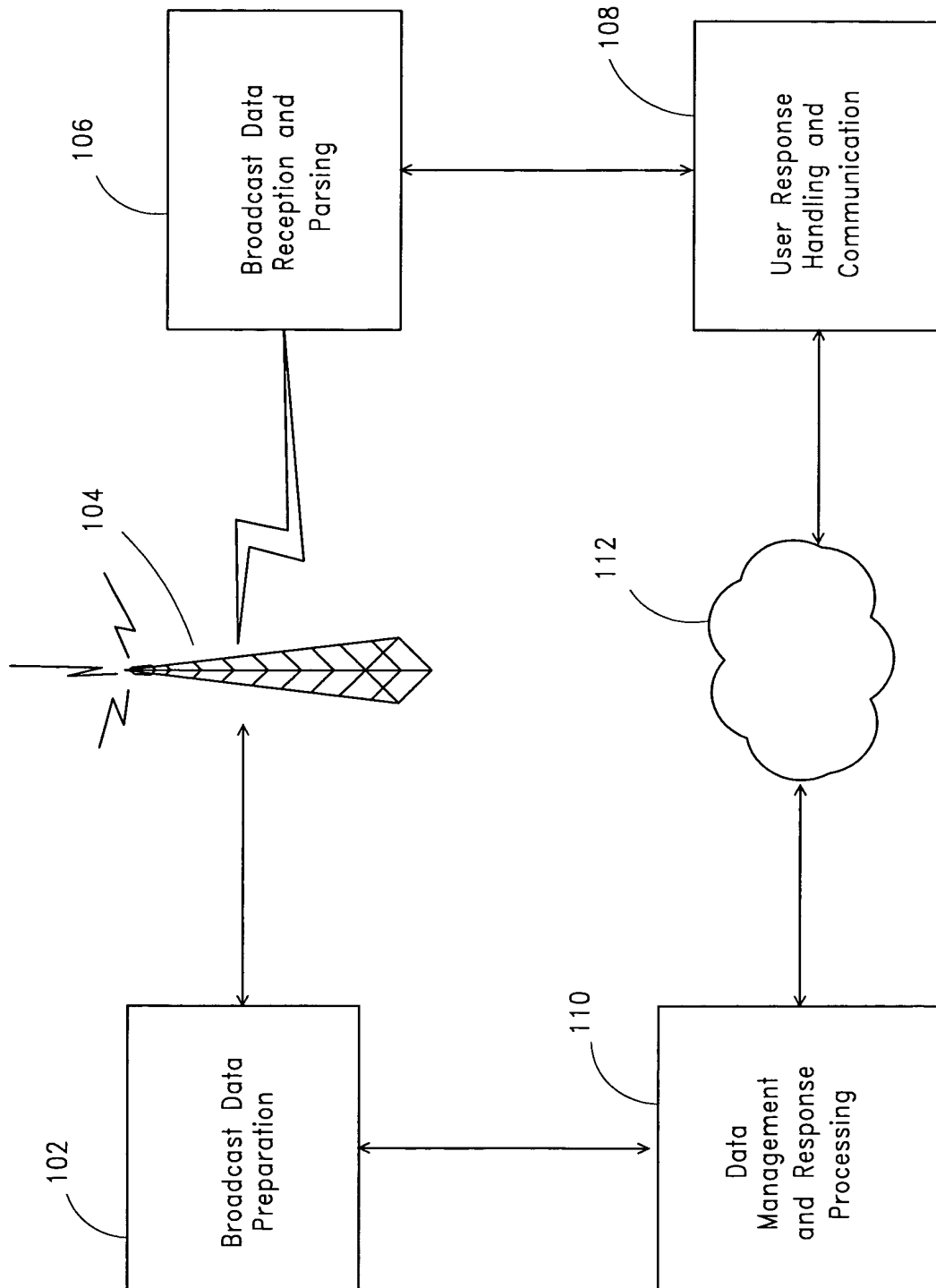


FIG. 1



2/32

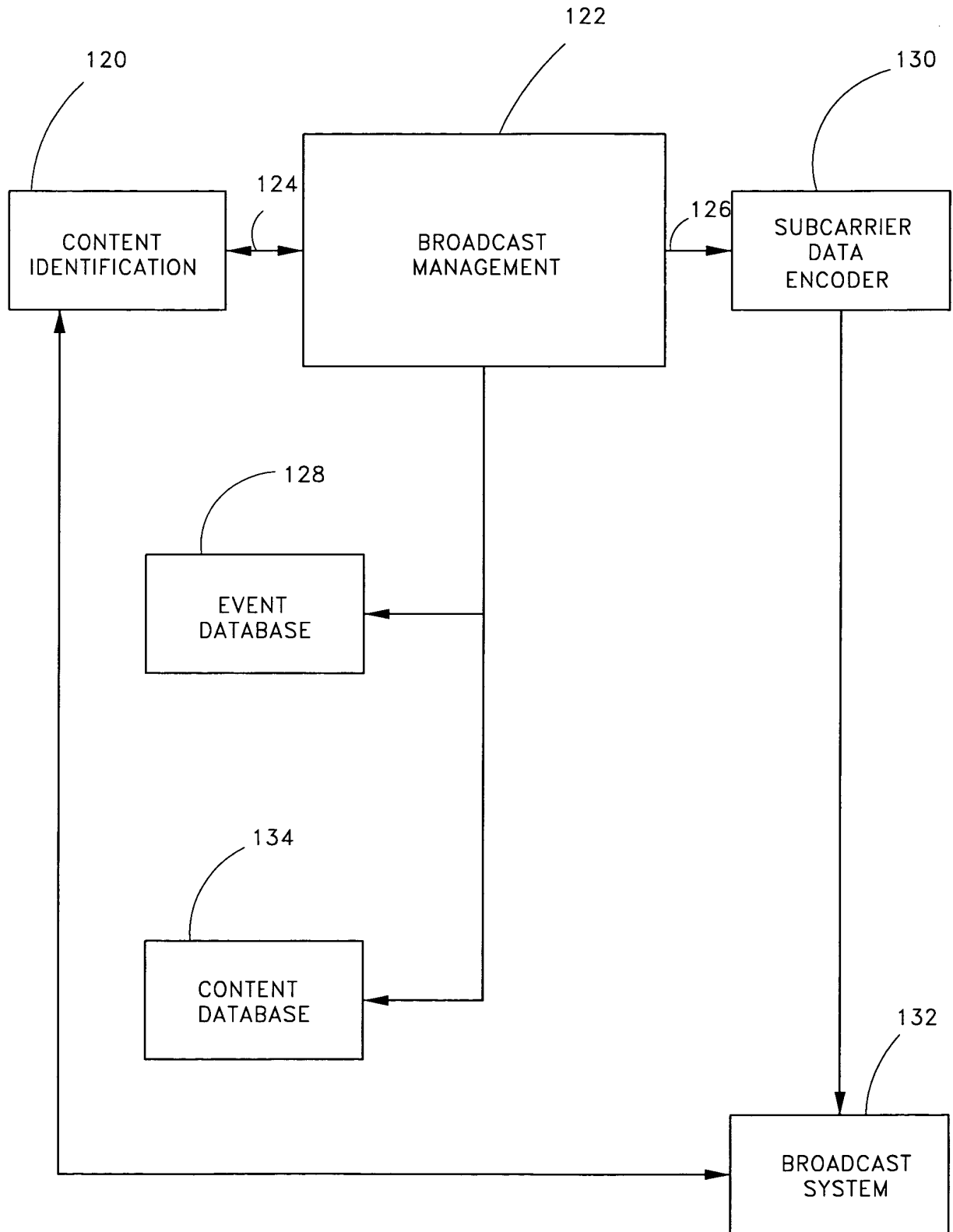
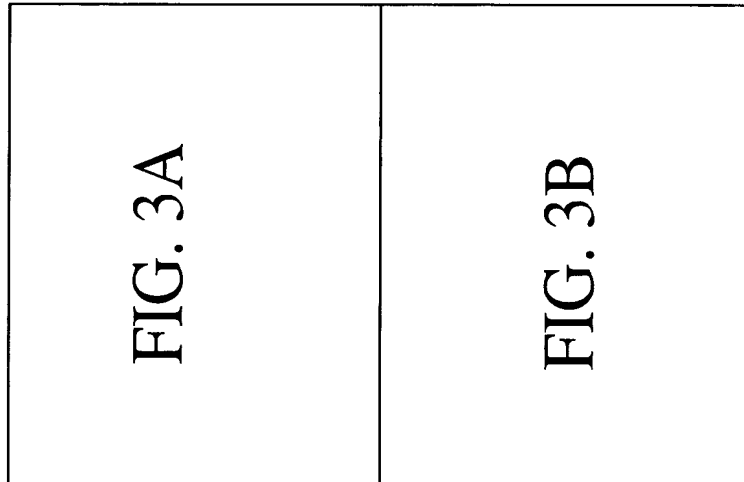


FIG. 2

FIG. 3



4/32

FIG. 3A

135

Input Port

Output Port

Framing ☐ Start of Frame

End of Frame

Length (Incl CRLF) ☐

Options ☐ ☐

Play List ☐

URL

Password

Station ID

136

Parsing ☐ Delimiter

NOTE: Positions are zero based, use -1 to disable

Field Positions

Title

Artist

Info

Cat.

Code

Status

137

Type Filters ☐

☐

☐

☐

Check to enable ☐

139

RDS Properties

PS

PI Code

PTY

Exit

Stop

Clear List

New Log

Save Settings

Test Soap

5/32

FIG. 3B

Radio Text Event	Time
Ciquita Abba	03/19 10:21:13
Manic Monday Bangles	03/19 10:18:07
Moonlight Lifetime Press for a reminder	03/19 10:17:51
Bakersfield Twin Weekend Bud Light Press for 10% Off	03/19 10:17:42
Working My Way Spinners 1.50MP3	03/19 10:16:21
This Old Heart of Mine Rod Stewart 2.50MP3	03/19 10:14:59
Keep Me From The Cold Curtis Steigers 2.50MP3	03/19 10:13:58
Too Late Too Soon John Secada 1.75MP3	03/19 10:12:35
Bakersfield Twin Weekend Bud Light Press for 10% Off	03/19 10:12:26
Eyewitness News at 11 Eyewitness News Support Public TV	03/19 10:12:19
Mexico Jimmy Buffett 16.99CD	03/19 10:11:15
Let It Flow Toni Braxton 1.25MP3	03/19 10:09:51
Debug Log	
03/19 09:48:25-SOAP	
03/19 09:51:49-SOAP	
03/19 09:52:51-SOAP	
03/19 09:58:07-SOAP	
03/19 09:58:13-SOAP	

Running

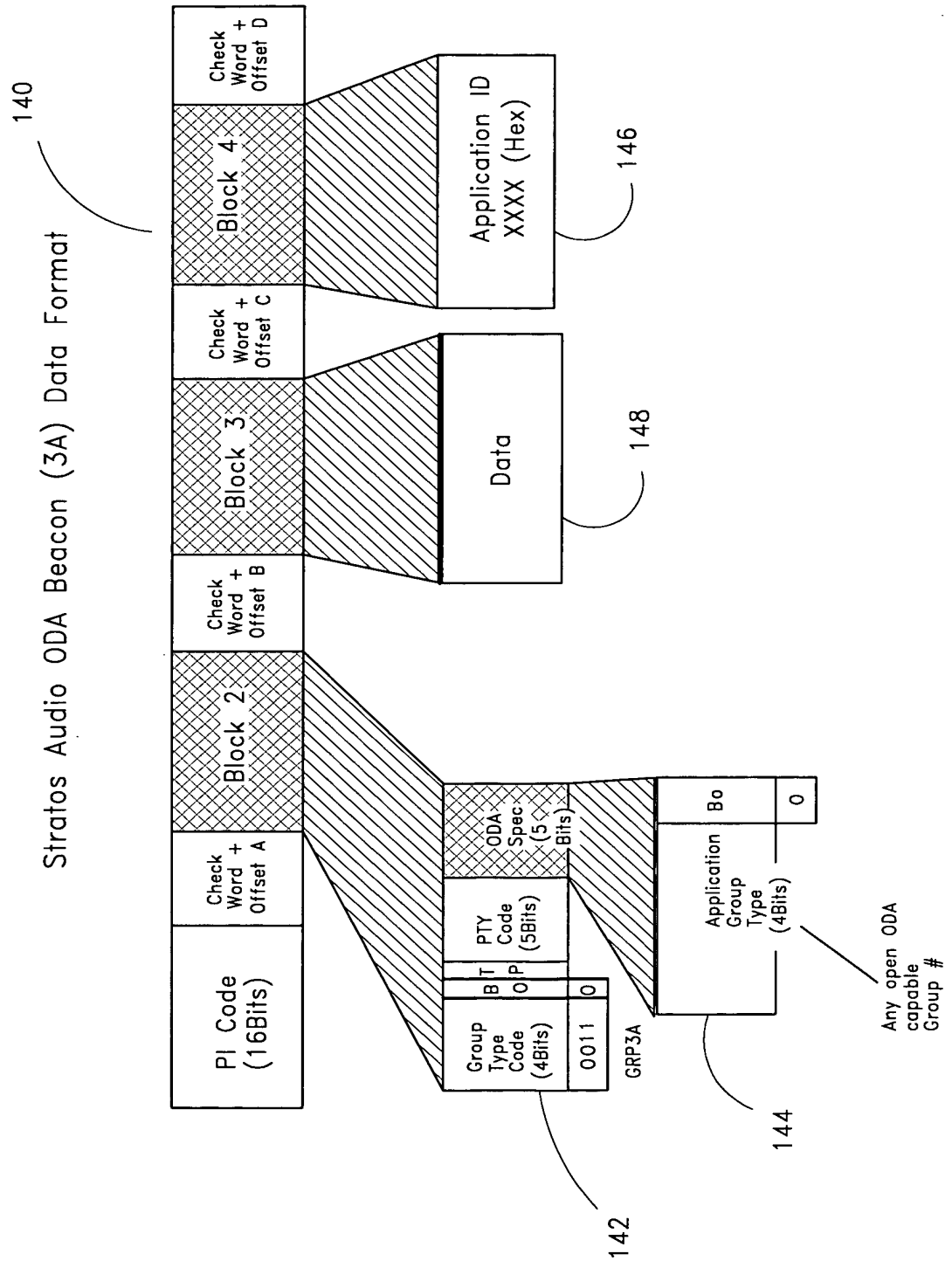


FIG. 5

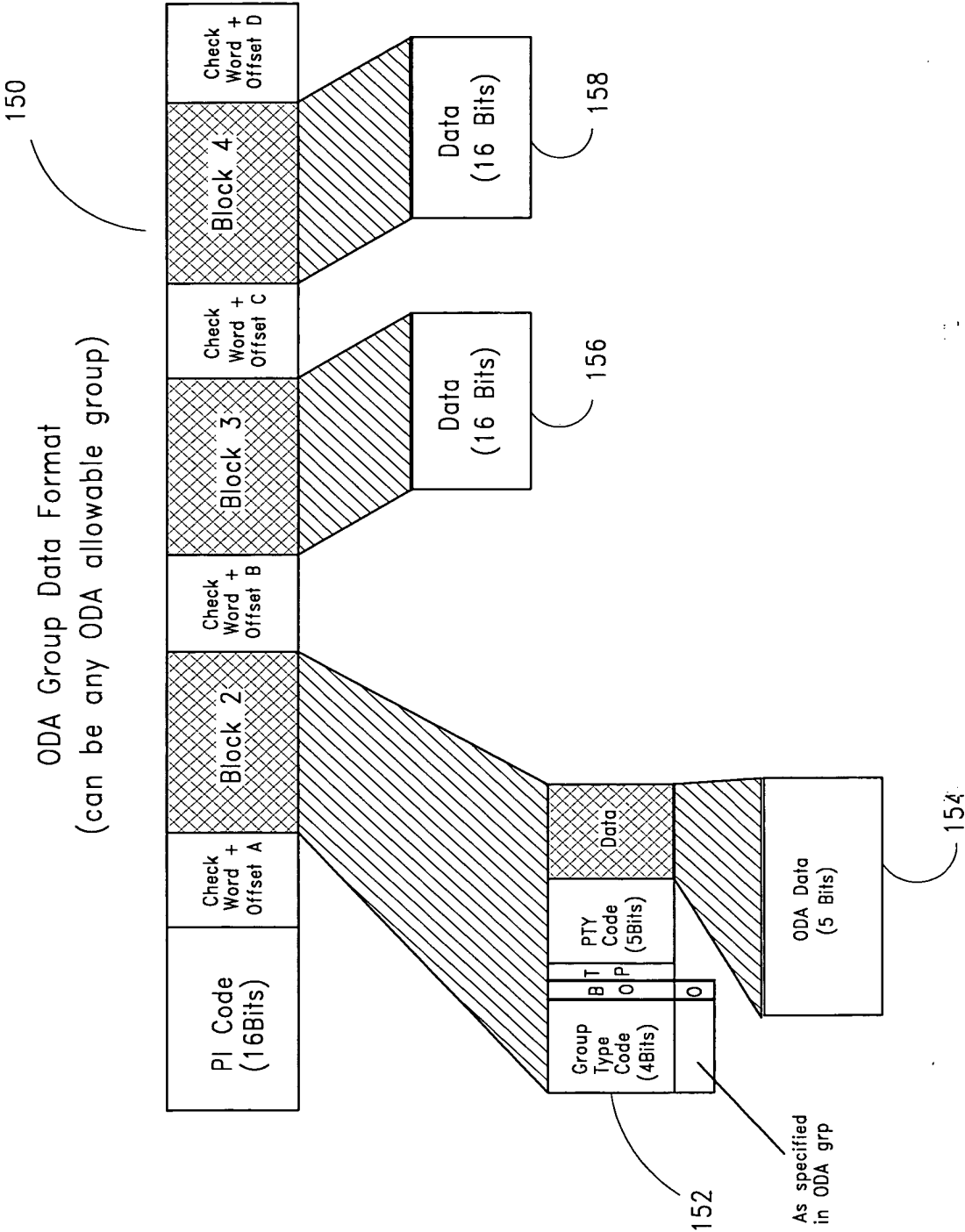


FIG. 6
ODA Beacon and Data

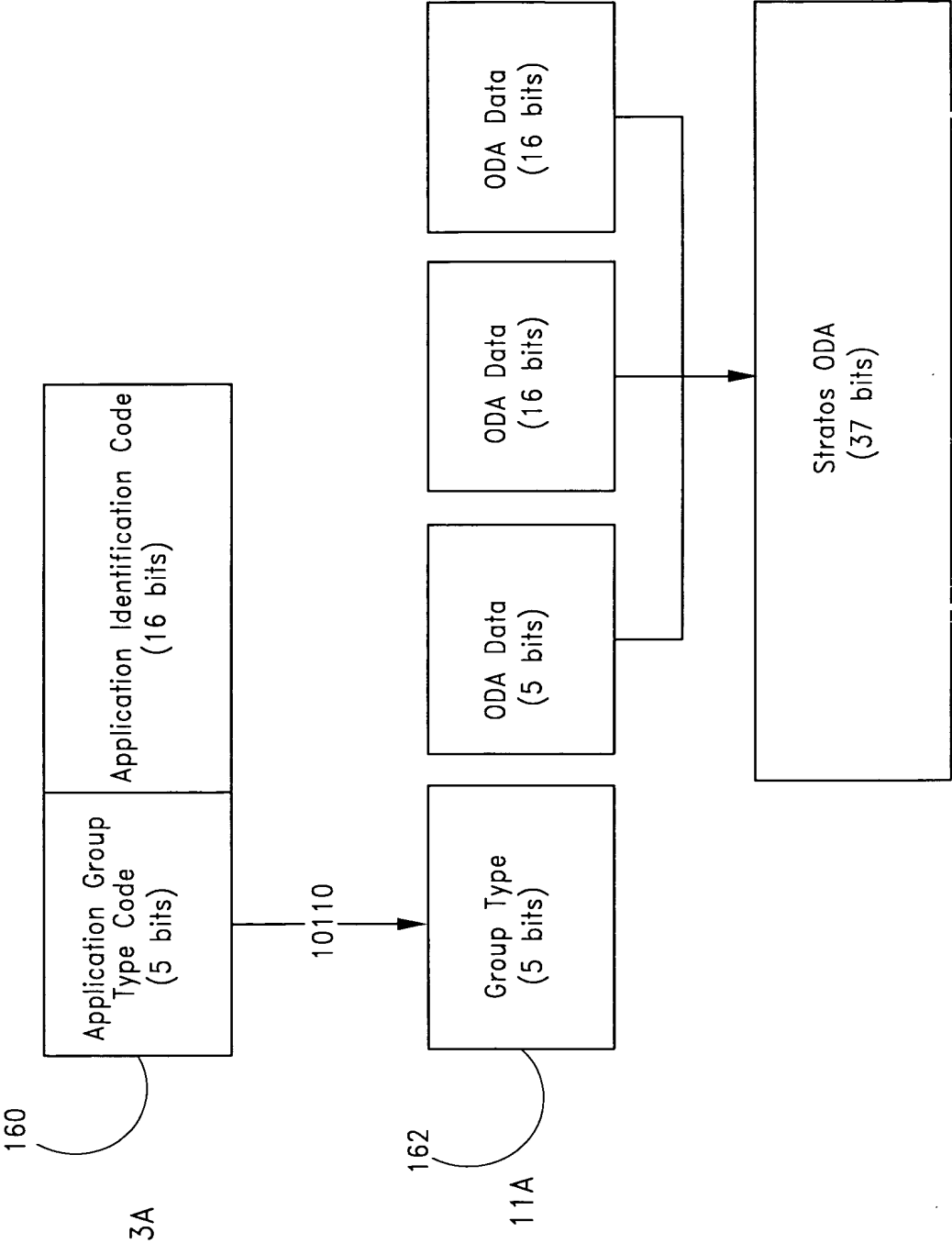


FIG. 7

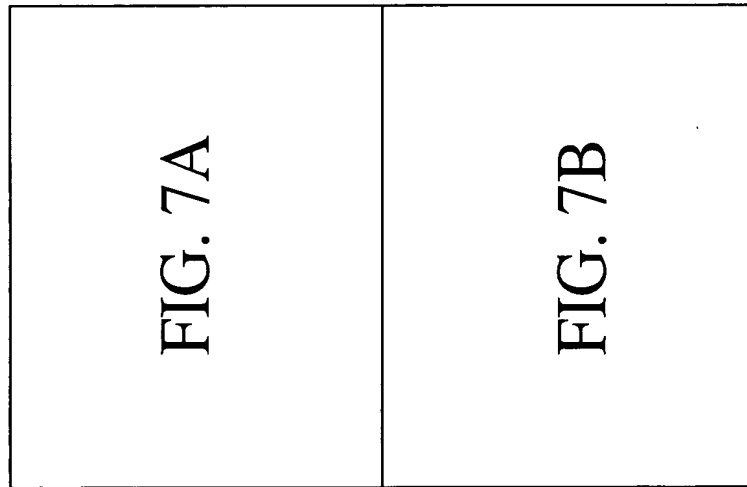


FIG. 7A

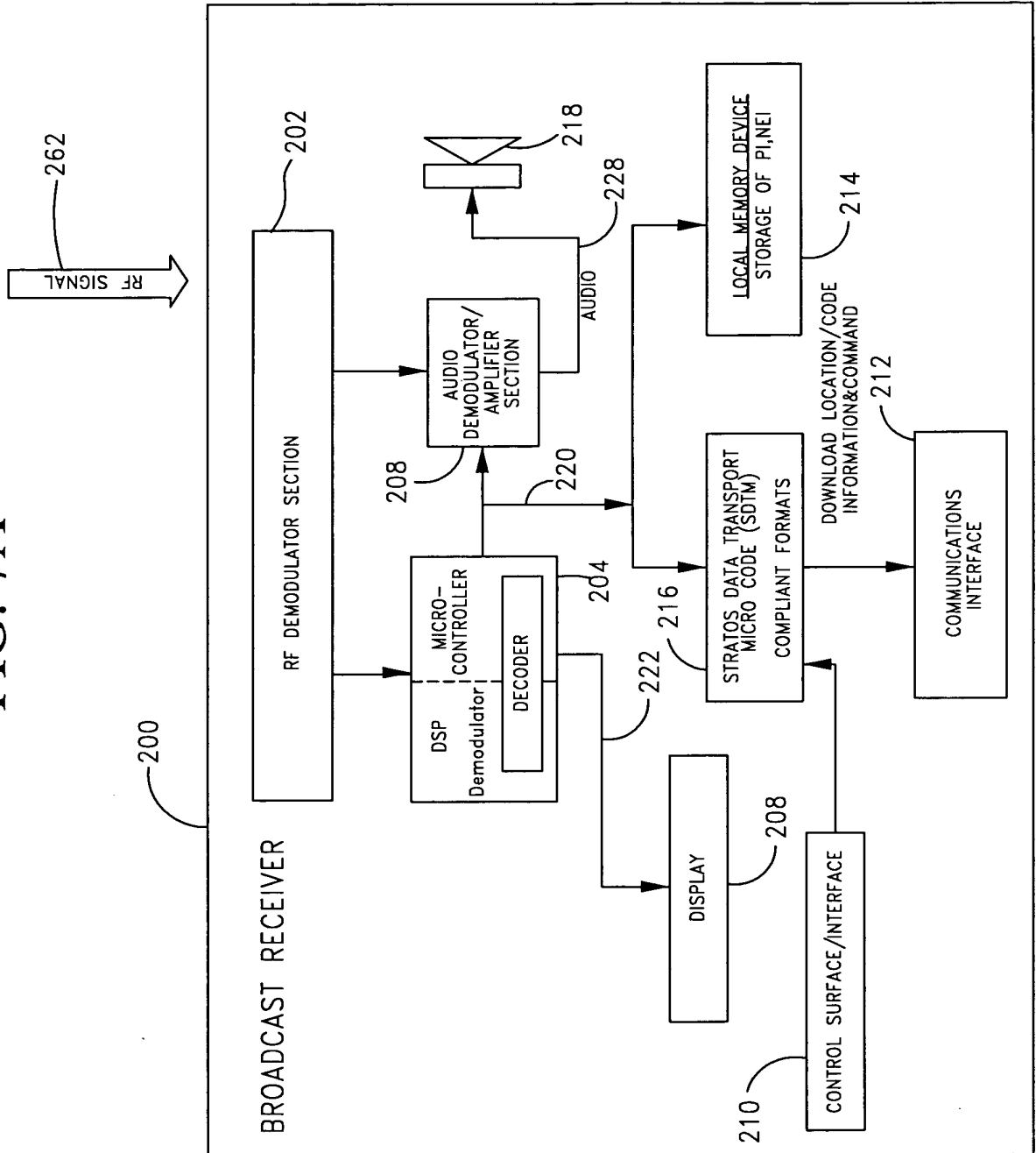
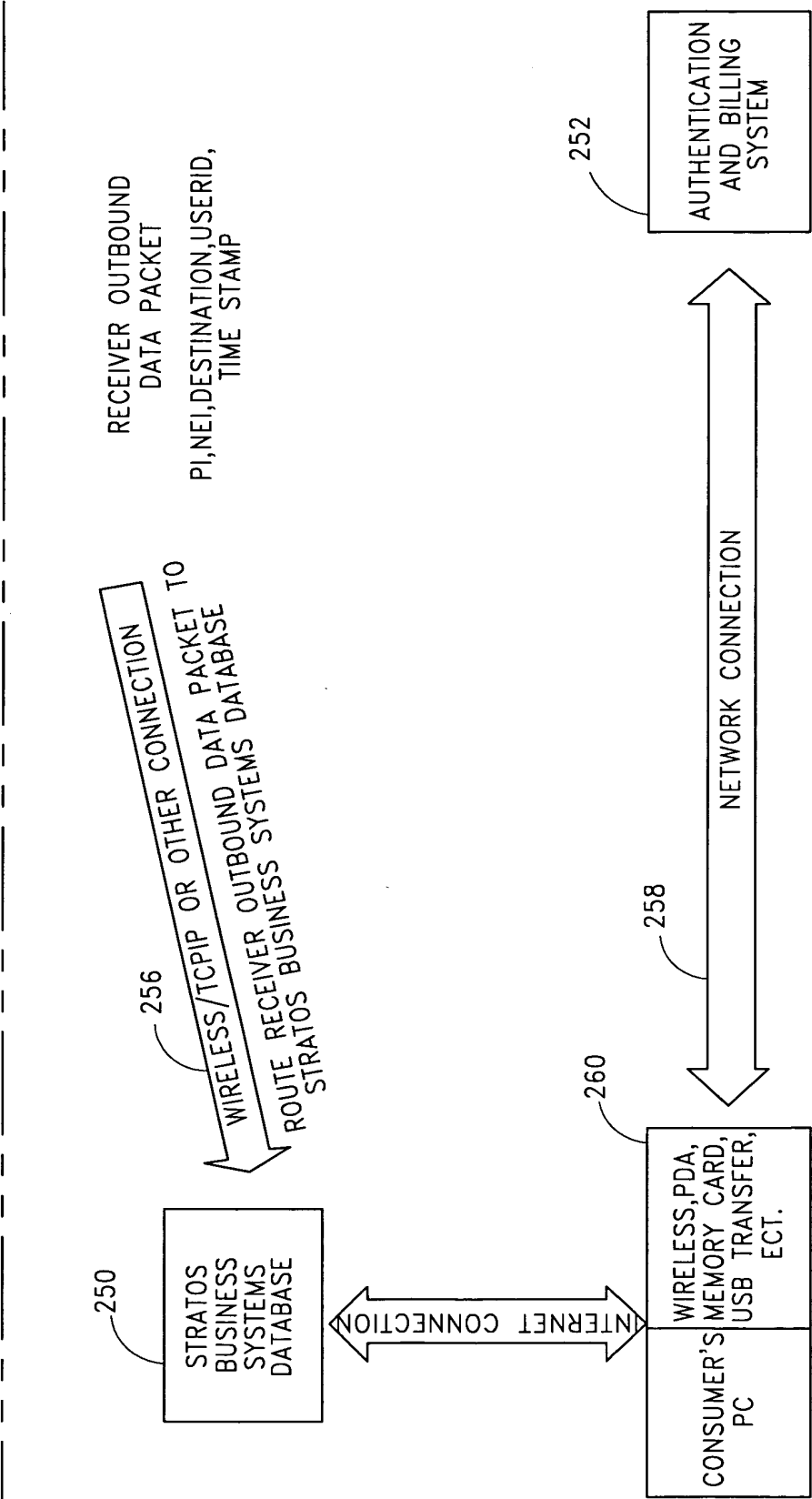


FIG. 7B



12/32

FIG. 8A

FIG. 8

FIG. 8B

ODA Decode Software Flow

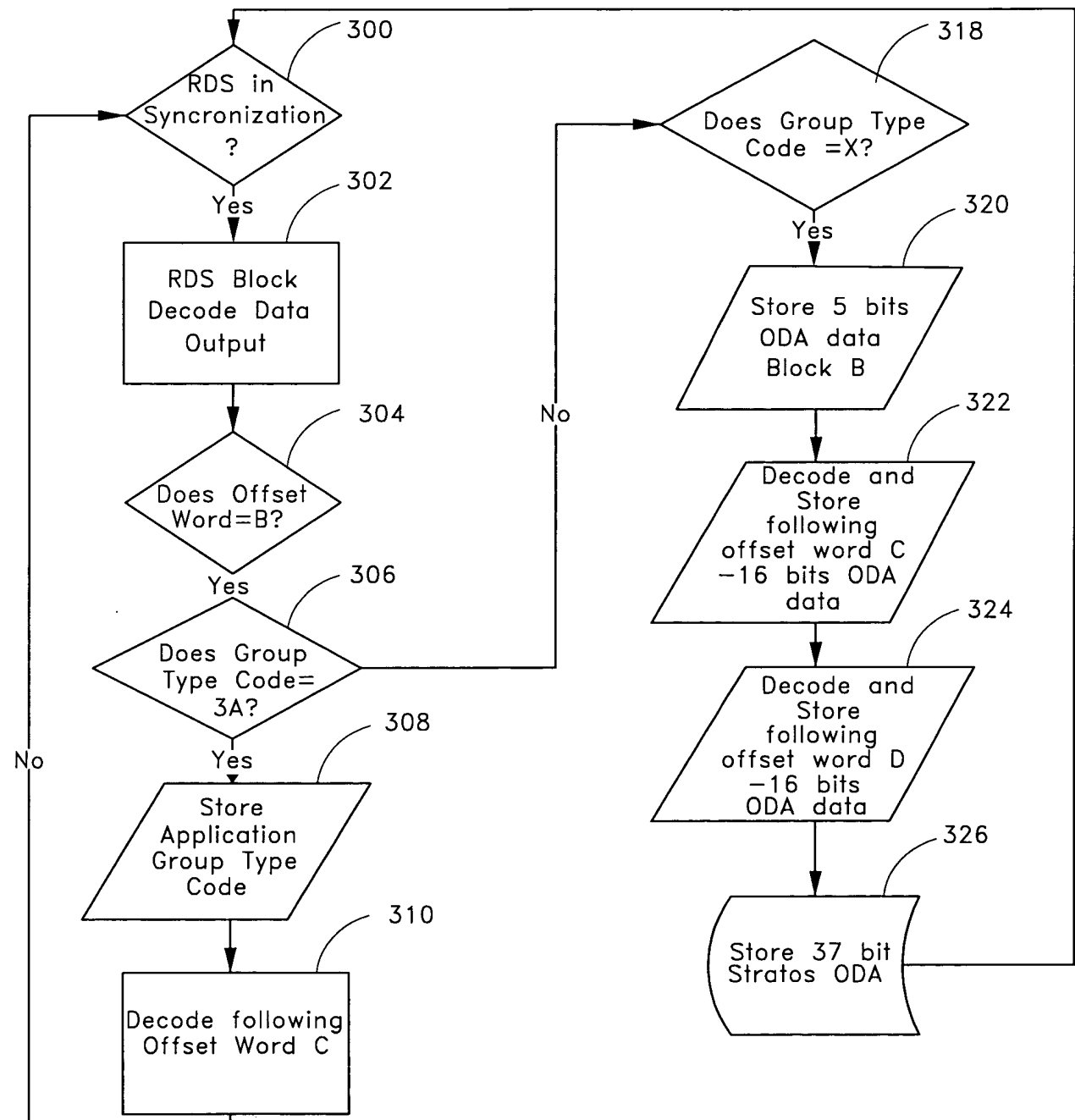


FIG. 8A

13/32

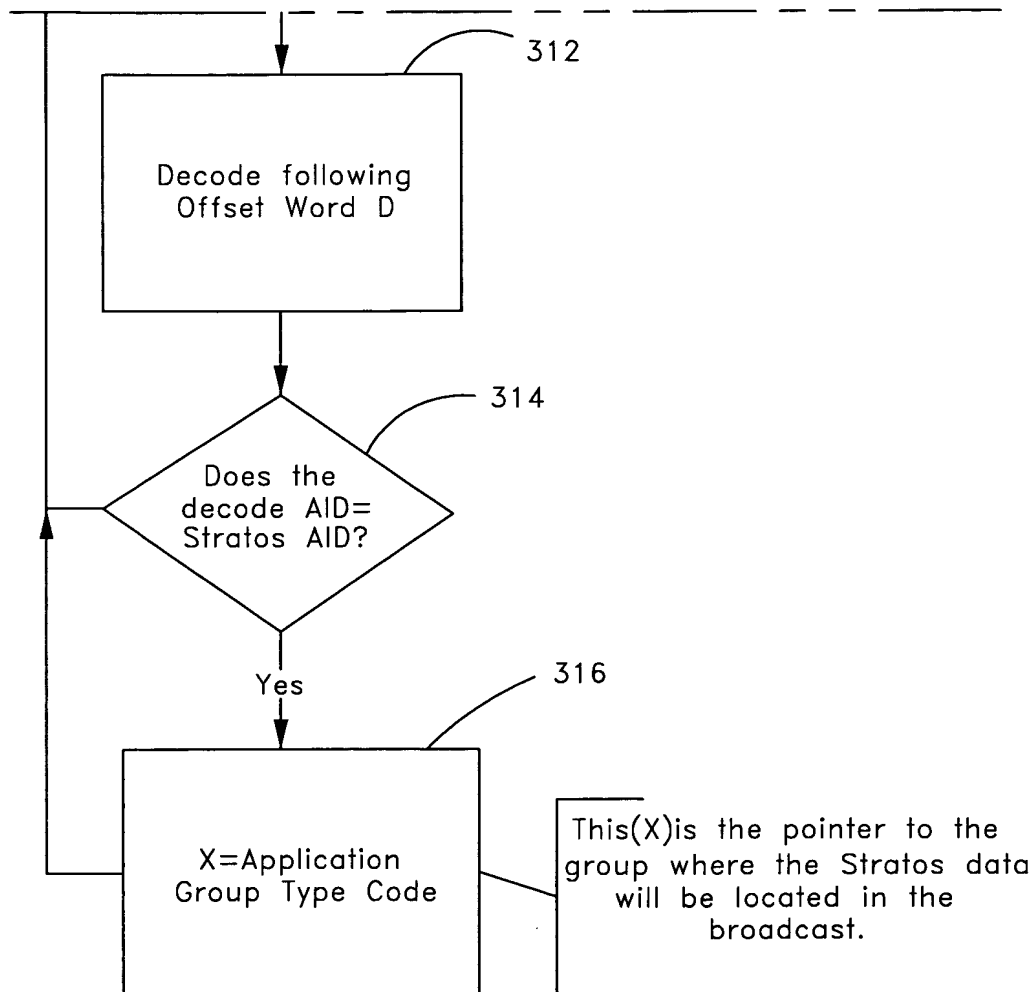


FIG. 8B

14/32

Double Buffering

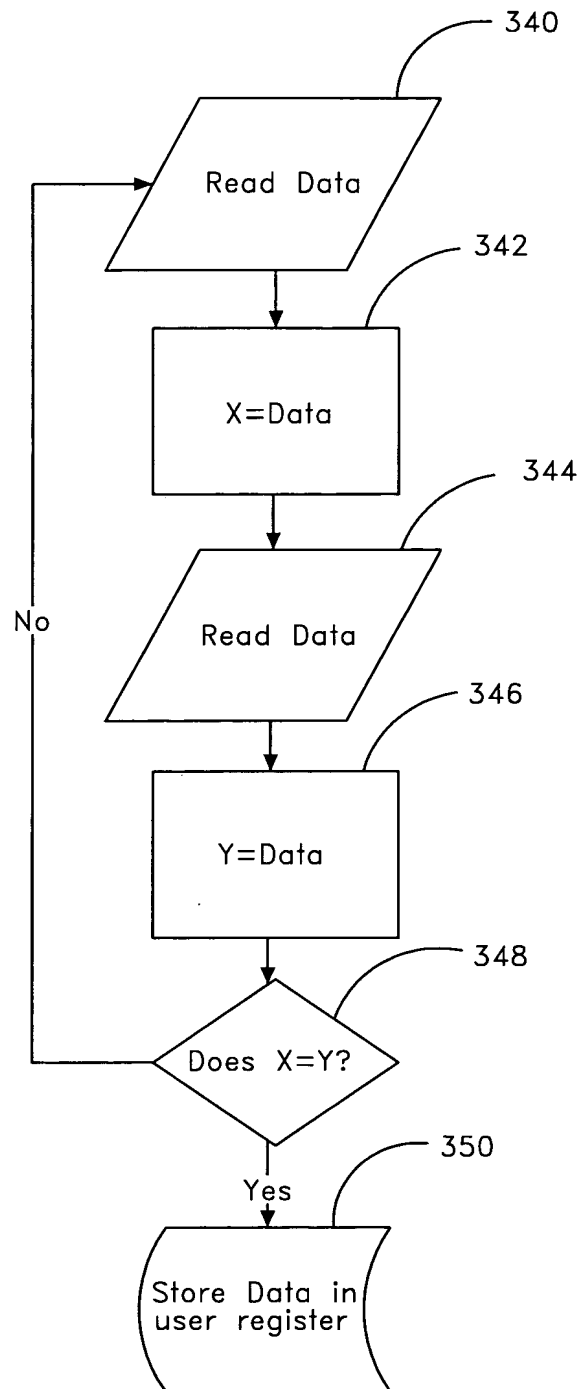


FIG. 9

15/32

SIGN UP & OPT-IN

502

FIRST NAME:	<input type="text"/>
LAST NAME:	<input type="text"/>
PHONE NUMBER:	<input type="text"/> <input type="text"/> <input type="text"/> ext: <input type="text"/>
ADDRESS 1:	<input type="text"/>
ADDRESS 2:	<input type="text"/>
ADDRESS 3:	<input type="text"/>
CITY:	<input type="text"/>
STATE:	<input type="text"/> ▼
ZIP CODE:	<input type="text"/>
COUNTRY:	<input type="text"/> ▼
AGE:	<input type="text"/> ▼
MARITAL STATUS:	<input type="text"/> ▼
GENDER:	<input type="text"/> ▼
HOUSEHOLD SIZE:	<input type="text"/> ▼
INCOME:	<input type="text"/> ▼
NOTIFICATION MESSAGE:	
	<input type="checkbox"/> WIRELESS CARRIER <input type="text"/>
	<input type="checkbox"/> E-MAIL <input type="text"/>
	<input type="checkbox"/> INTERNET SERVICE PROVIDER <input type="text"/>
BILL PURCHASES TO:	<input type="text"/> ▼
RECHARGE SIM:	<input type="text"/>
VIEW"BUTTON PRESS"RESULTS	<input type="text"/> ▼

FIG. 10

16/32

Premium Interest:

504

Premium Interest:

☐ Coupons ☐ Product Samples

☐ Prizes ☐ Trial Programs

CATEGORIES:

☐ APPAREL

☐ BOOKS & MAGAZINES

☐ COMMUNICATIONS

☐ DINING

☐ ELECTRONICS & SOFTWARE

☐ ENTERTAINMENT

☐ FAMILY & HOME

☐ FINANCE & INVESTMENT

☐ GIFTS

☐ HEALTH & FITNESS

☐ PERSONAL LUXURY ITEMS

☐ SPORTS ACTIVITIES

☐ TRAVEL

REWARDS PROGRAM

USAGE TRACKING ALLOW TRACKING BY ARBITRON, BILLBOARD, ECT. ☐ yes ☐ no

FIG. 11

TICKET PROGRAM

506

CONCERT SETTINGS

ZIP CODE

FAVORITE VENUE

FAVORITE SECTION

FAVORITE ARTIST

#SEATS

PRICE RANGE

PAYMENT METHOD

CONCERT ALERT NOTIFICATION

☐ VIA E-MAIL

☐ VIA WIRELESS

☐ VIA HYPERLINK

USAGE TRACKING

ALLOW TRACKING BY ARBITRON, BILLBOARD, ETC. ☐ yes ☐ no

FIG. 12

18/32

REAL TIME REPORTING

508

RADIO MARKETS

CONTINENT

COUNTRY

REGIONS INCLUDED

REGIONS EXCLUDED

METRO MARKETS INCLUDED

METRO MARKETS EXCLUDED

RADIO STATIONS INCLUDED

RADIO STATIONS EXCLUDED

FIG. 13

FIG. 14

FIG. 14A	FIG. 14B	FIG. 14C	FIG. 14D
----------	----------	----------	----------

510

REAL TIME CHARTS & GRAPHS

CAMPAIGN NAME

RUN DATES

TO

INCLUDE MARKETS

RADIO STATIONS

SUCCESS TO DATE

X,XXX RESPONSES

YYY BUYS

CREATE A CUSTOM REPORT

NAME YOUR REPORT

SELECT MARKET

SELECT RADIO STATION

SELECT TIME

SELECT DEMOGRAPHICS

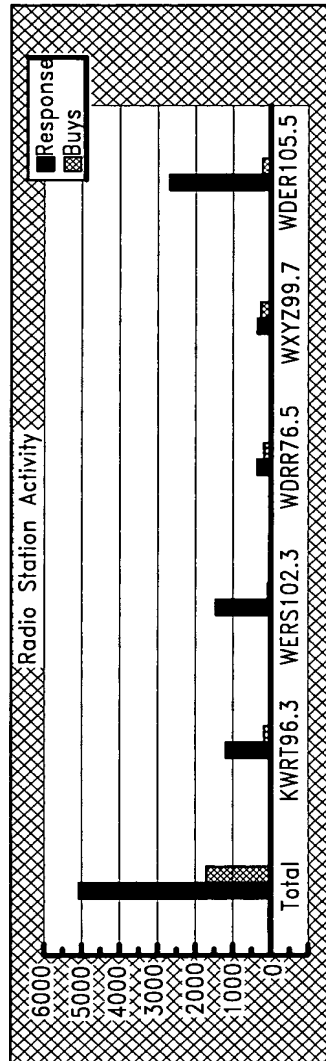
PROGRAM EVENT

EVENT

FIG. 14A

21/32

FIG. 14B



22/32

FIG. 14C

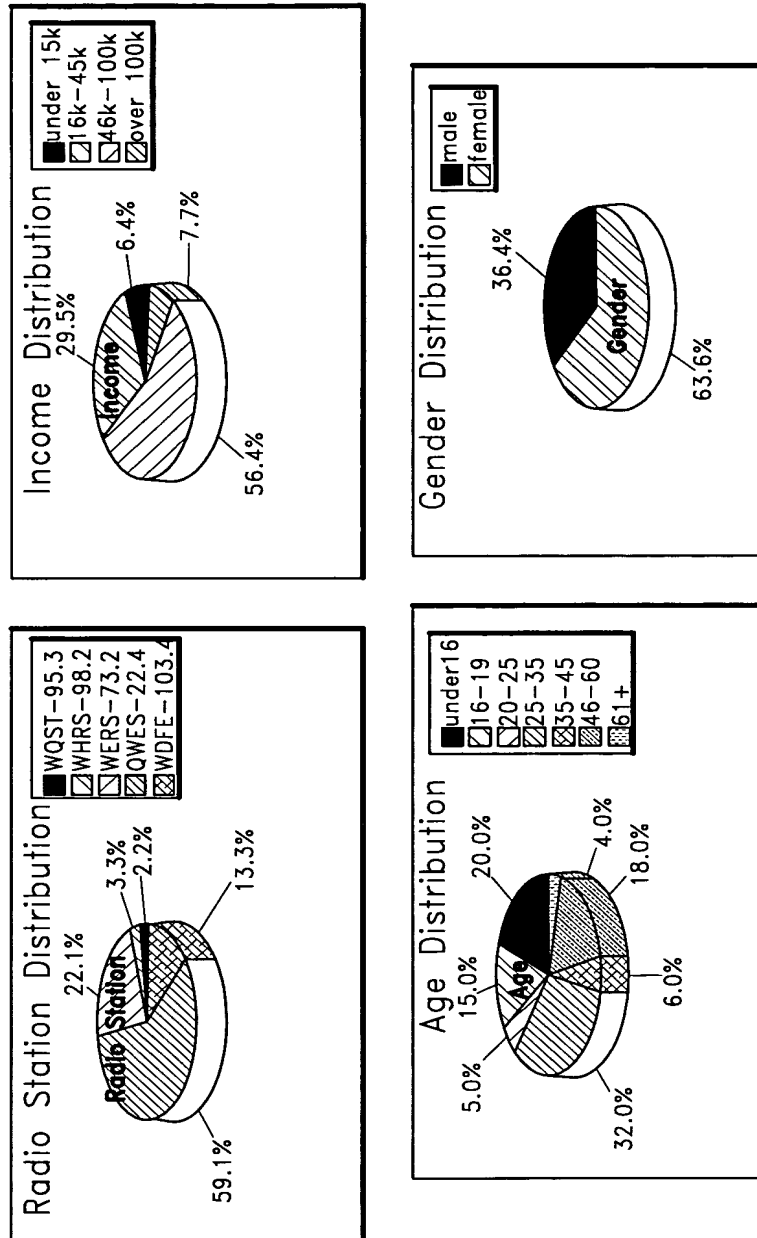


FIG. 14D

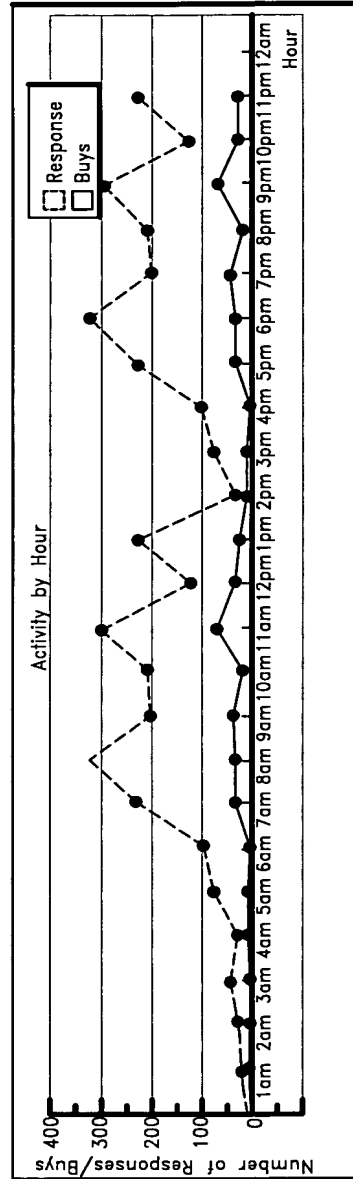


FIG. 15

FIG. 15A	FIG. 15B
FIG. 15C	FIG. 15D
FIG. 15E	FIG. 15F

25/32

FIG. 15A

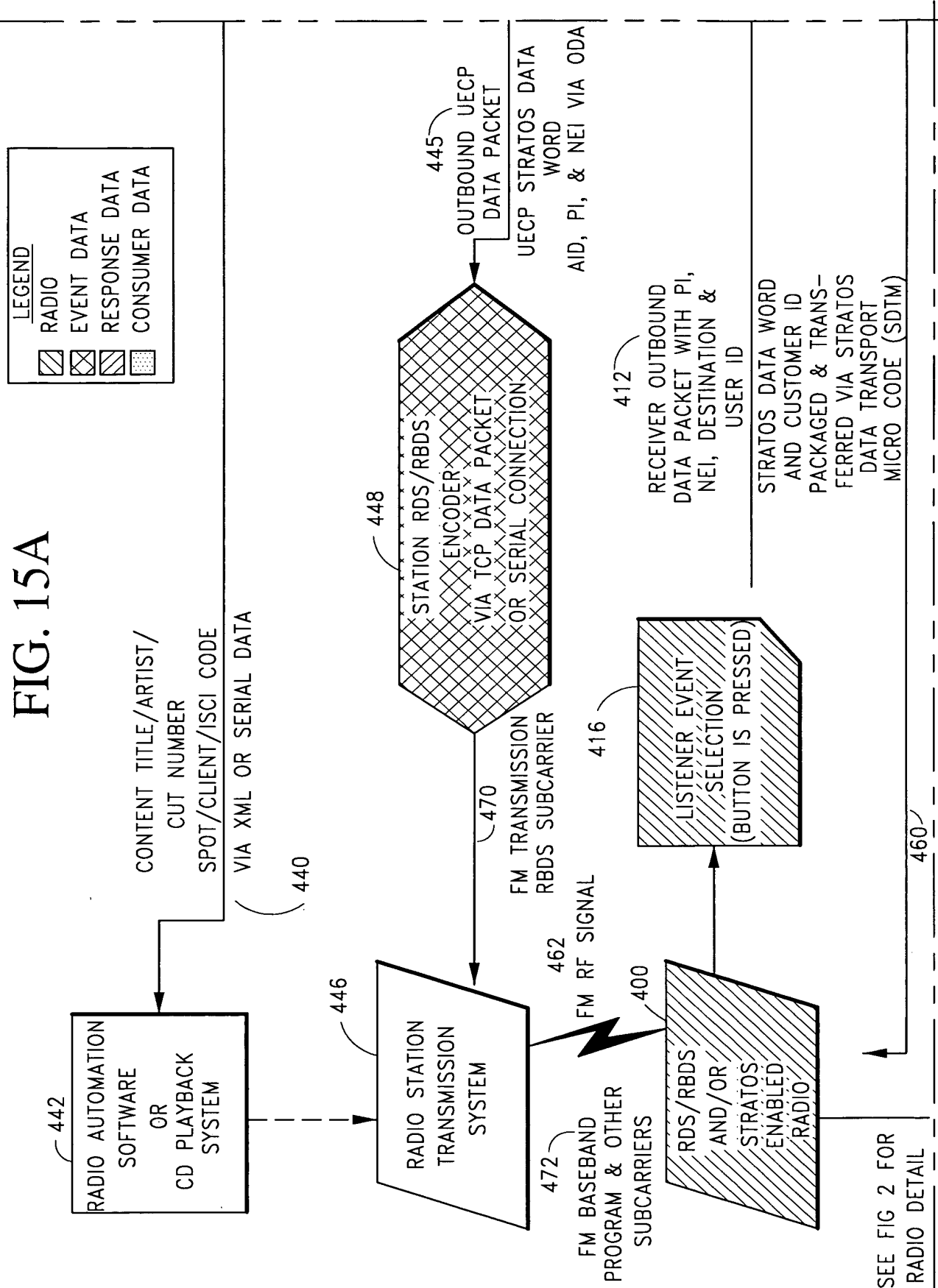
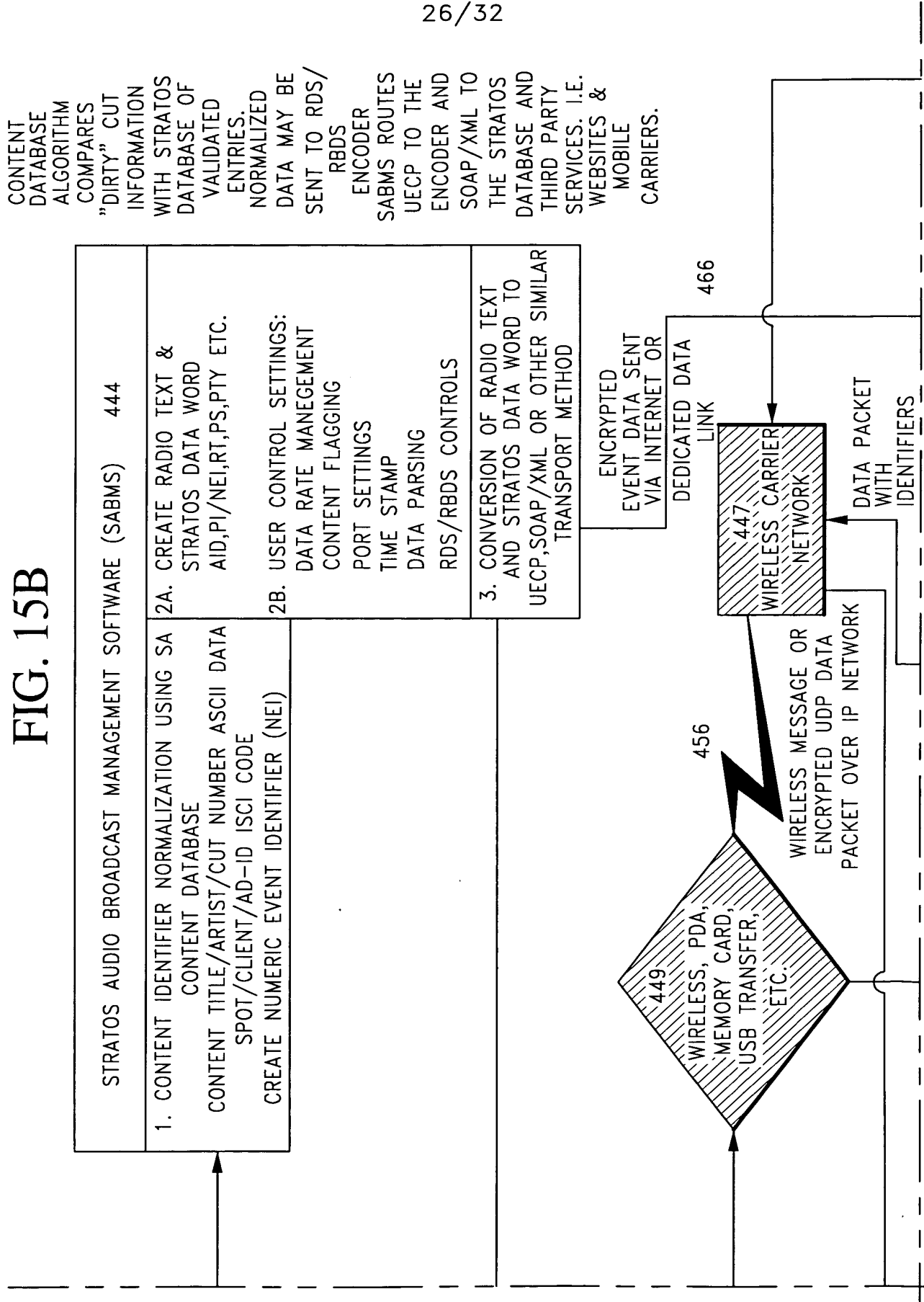


FIG. 15B



27/32

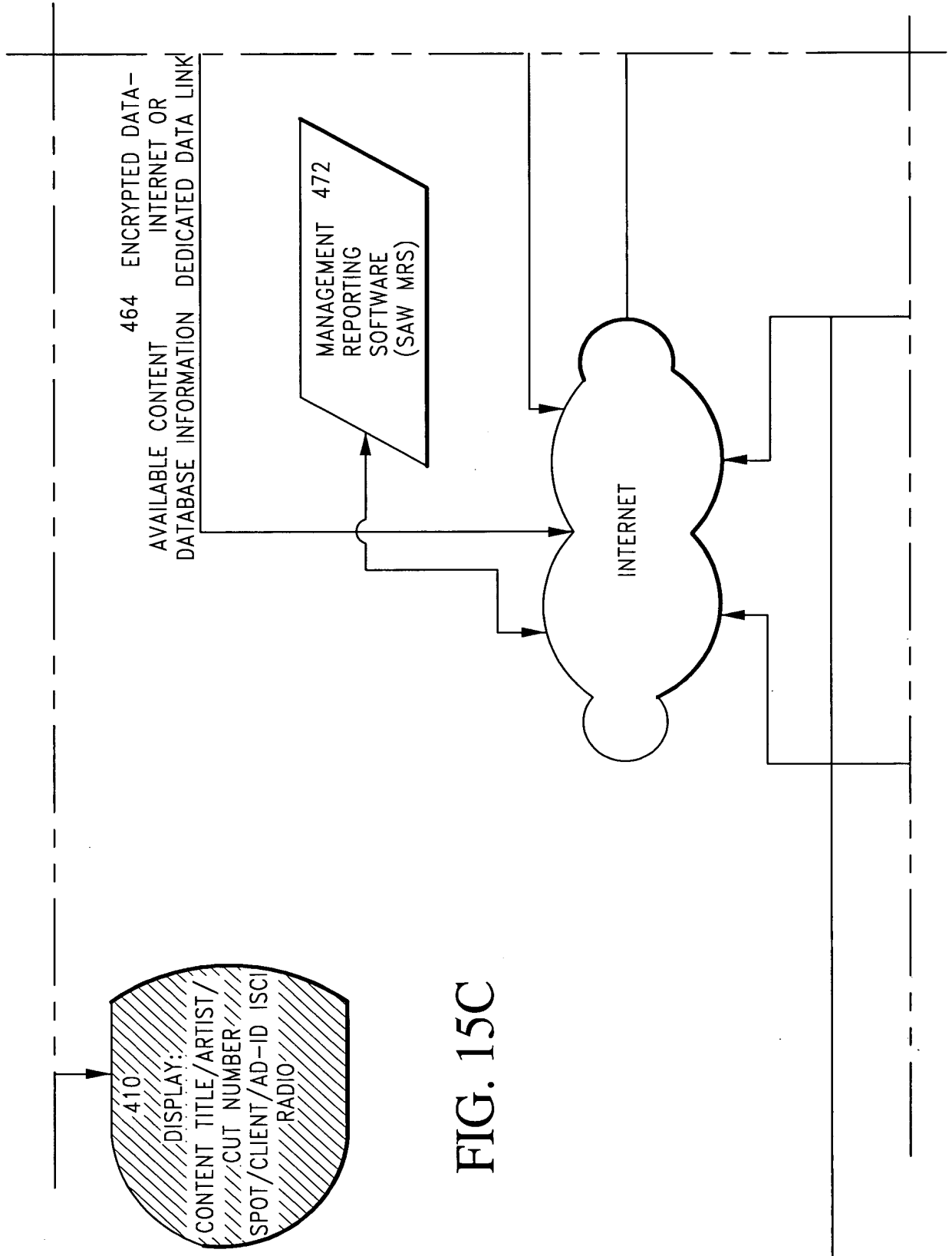


FIG. 15C

28/32

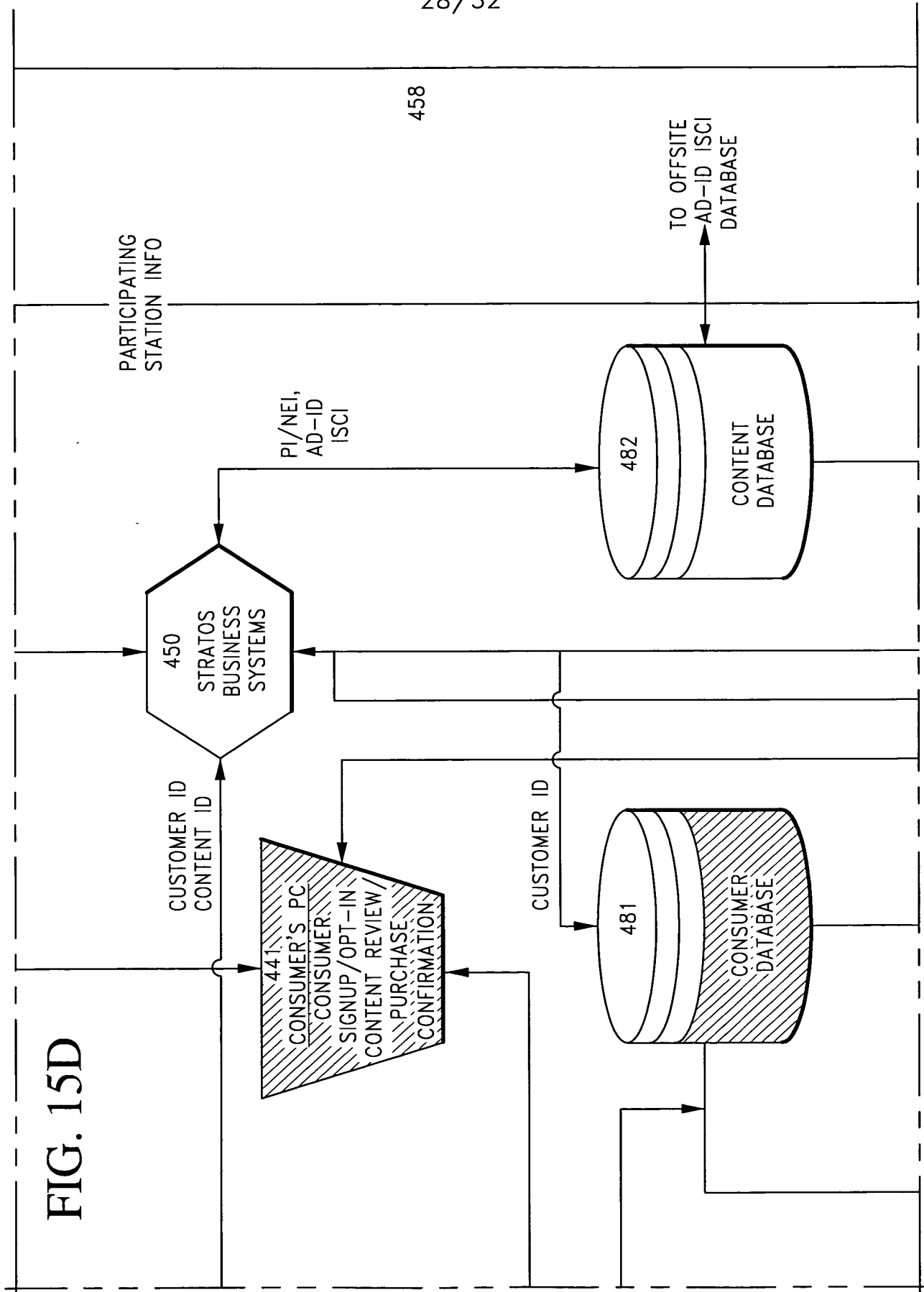
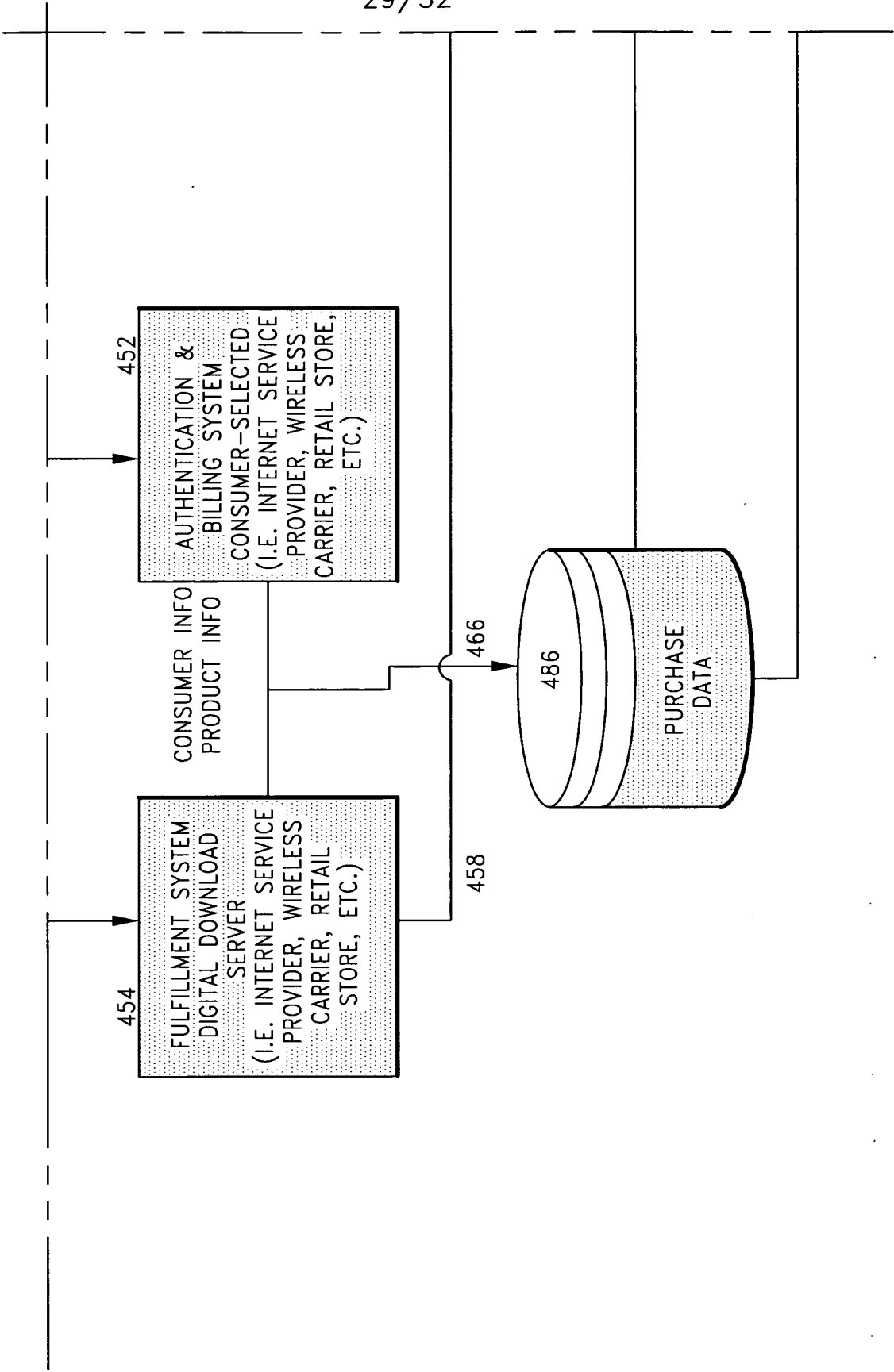


FIG. 15E



30/32

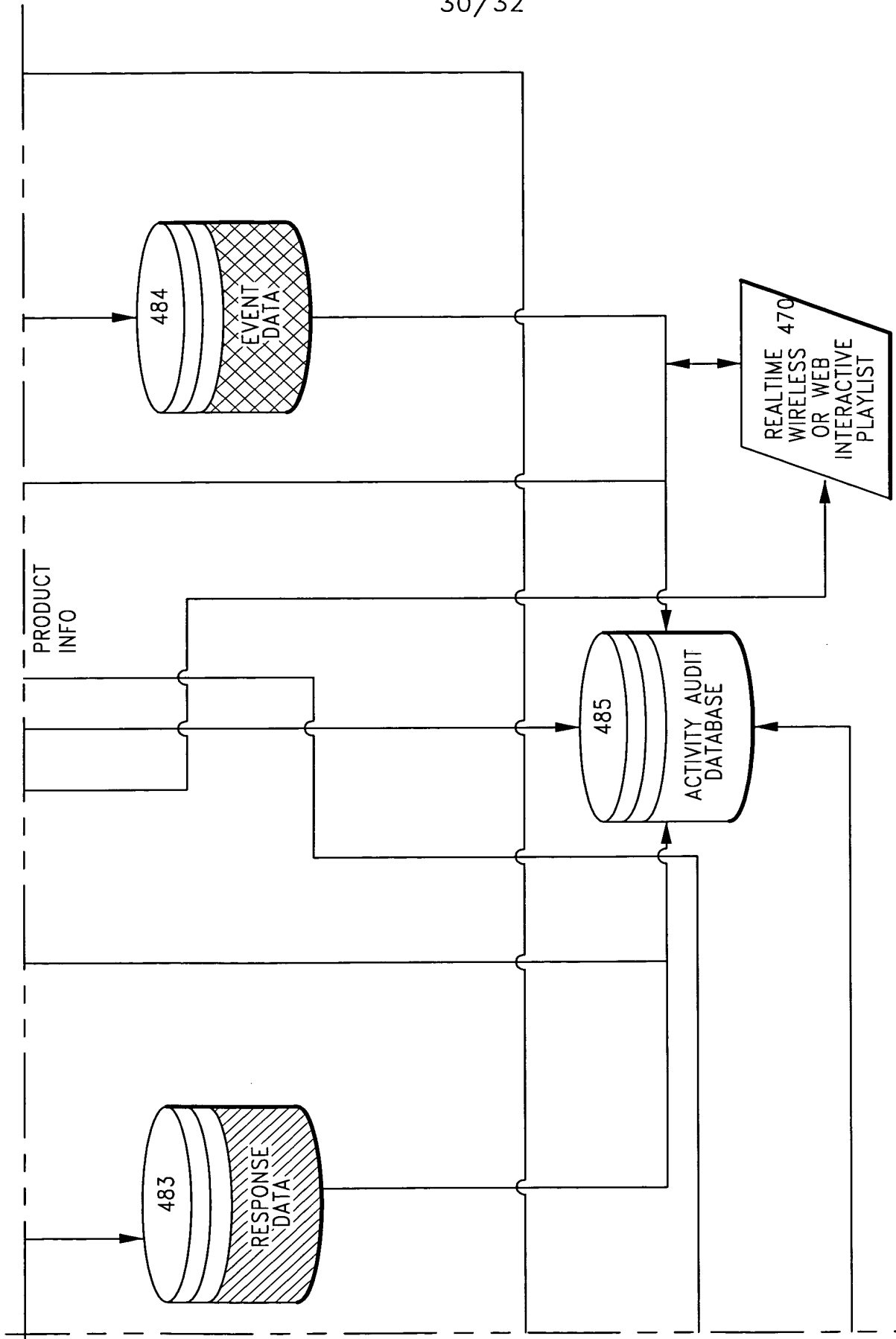


FIG. 15F

FIG. 16

PLAYLIST

512

Search by artist or title:

Date/Time	Artist/Advertiser/Talk Show Host	Song/Product/Topic	<input type="button" value="Buy"/>	<input type="button" value="More Info"/>
3/20 7:03am	Artist Name	Song Name	<input type="button" value="Buy"/>	<input type="button" value="More Info"/>
3/20 7:07am	Advertiser Name	Product	<input type="button" value="Buy"/>	<input type="button" value="More Info"/>
3/20 7:09am	Talk Show Host	Topic	<input type="button" value="Buy"/>	<input type="button" value="More Info"/>

FIG. 17

REDEMPTION

514

BUTTON PRESS RESULTS:				
Date/Time	Source	Category		
3/20 7:03am	Artist Name	Song Name	Buy	More Info
3/20 7:07am	Advertiser Name	Product	Buy	More Info
3/20 7:09am	Talk Show Host	Topic	Buy	More Info
3/20 7:13am	Audience Poll	Topic		Results
3/20 7:14am	Contest	Offer		More Info